

Message Text

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PAGE 01 MEXICO 06115 140030Z
ACTION ARA-14

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TO USDOC WASHDC
USICA WASHDC
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E.O. 11652: N/A
TAGS: BEXP, MX
SUBJECT: GRAPHIC ARTS: REQUEST FOR US MATERIALS ON GRAPHIC
ARTS BY MEXICAN MAGAZINE PUBLISHER.

1. PUBLISHER OF NEW MEXICAN GRAPHIC ARTS MAGAZINE "EL TLACUILO"(PRONOUNCED "TLA-KWEE-LO" AND NAMED AFTER AZTEC PRINTER AND PAINTER) PLANS TO DEVOTE FORTHCOMING ISSUE OF HIS BI-MONTHLY MAGAZINE TO US GRAPHIC ARTS INDUSTRY. THIS ISSUE WILL CONTAIN ARTICLES AND PHOTOGRAPHS ON HISTORY OF PRINTING AND GRAPHIC ARTS IN US; SIMILAR MATERIAL ON LATEST US TECHNOLOGY IN THESE AREAS (INCLUDING INFORMATION ON LATEST US EQUIPMENT AVAILABLE); STATUS OF GRAPHIC ARTS EDUCATION IN US; AND DIRECTORY OF MAJOR US GRAPHIC ARTS MACHINERY AND EQUIPMENT SUPPLIERS.

2. EMBASSY E/C SECTION HAS DISCUSSED THIS PROJECT WITH POST ICA OFFICERS, WHO AGREED TO SEND MESSAGE TO ICA WASHINGTON, DC, REQUESTING HISTORICAL-TYPE MATERIAL FOR THIS ISSUE. SPECIFICALLY, ICA BEING REQUESTED TO SUPPLY BI-LINGUAL MATERIAL ON HISTORY OF PRINTING AND GRAPHIC ARTS IN US, INCLUDING PHOTOGRAPHS. IN THIS CATEGORY, PUBLISHER REQUESTED INTER ALIA PHOTOGRAPHS AND BIOGRAPHIC MATERIAL ON BENJAMIN FRANKLIN, INCLUDING CAPTIONED UNCLASSIFIED

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PHOTOGRAPHS OF HIS WORKS (E.G., POOR RICHARD'S ALMANAC, CURRENCY NOTES PRINTED BY FRANKLIN, ETC.).

3. FOR TECHNICAL PORTION OF US ISSUE, EMBASSY REQUESTS USDOC PROVIDE BI-LINGUAL ARTICLES AND PHOTOGRAPHS ON LATEST US GRAPHIC ARTS TECHNOLOGY, PLUS LATEST DIRECTORY OF MAJOR US GRAPHIC EQUIPMENT MANUFACTURERS. AN ARTICLE

ON US GRAPHIC ARTS TECHNICAL FOUNDATION (GATF) AND ITS VARIOUS SERVICES WOULD APPEAR AN IDEAL ITEM FOR THIS SECTION. EMBASSY ALSO REQUESTS LISTING OF MAJOR US EDUCATIONAL INSTITUTIONS (E.G., TECHNICAL SCHOOLS, UNIVERSITIES) NOTED FOR GRAPHICS EDUCATION PROGRAMS. FINALLY, IF AVAILABLE, EMBASSY WOULD APPRECIATE COPY OF MAP OF US HIGHLIGHTING LOCATIONS OF MAJOR CENTERS OF GRAPHIC EQUIPMENT PRODUCTION AND EDUCATION.

4. EMBASSY ALSO REQUESTS THAT WASHINGTON OBTAIN ANY NECESSARY COPYRIGHT CLEARANCES FOR PUBLICATION OF ABOVE MATERIAL.

5. ORIGINALLY, PUBLISHER WANTED TO OBTAIN THIS MATERIAL FOR HIS NEXT ISSUE, WHICH HAS DEADLINE 15 DAYS AWAY. HOWEVER, WHEN TOLD IT WAS UNLIKELY WE COULD ASSEMBLE MATERIAL WITHIN 15 DAYS, PUBLISHER AGREED IT WOULD BE BETTER TO PLAN THESE SPECIAL FEATURES FOR FOLLOWING (JULY-AUGUST)ISSUE.

6. PUBLISHER CLAIMS CURRENT CIRCULATION OF 10,000 PER ISSUE FOR HIS MAGAZINE, INCLUDING APPROXIMATELY 3,000 COPIES DISTRIBUTED IN OTHER COUNTRIES OF CENTRAL AND LATIN AMERICA. IN ADDITION, PUBLISHER PLANS TO DISTRIBUTE SOME 2,000 COPIES OF HIS SPECIAL US ISSUE IN US. MAGAZINE HAS LOCAL RETAIL SALES PRICE OF 30 PESOS, OR US UNCLASSIFIED

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\$1.33, PER COPY. MAGAZINE IS A PRIVATE PUBLICATION, BUT PUBLISHING COMPANY IS A MEMBER OF US GATF, AND ALL MAJOR MEXICAN GRAPHIC ARTS AND PUBLISHING CHAMBERS.

7. OBVIOUSLY, ONE AIM PUBLISHER HAS IN MIND IN DEVOTING AN ISSUE OF HIS MAGAZINE TO US GRAPHIC ARTS IS TO PROMOTE ADVERTISING BY US COMPANIES. NONETHELESS, EMBASSY BELIEVES SUCH AN ISSUE WOULD ALSO SERVE AS AN EXCELLENT EXPORT PROMOTION TOOL AT MINIMUM OR NO COST TO USG. EMBASSY THEREFORE HOPES WASHINGTON AGENCIES WILL BE ABLE TO PROVIDE EDITORIAL MATERIALS REQUESTED ABOVE.

8. POST ICA IS SENDING MESSAGE ON THIS SUBJECT DIRECTLY TO ICA WASHINGTON, AND MENTION OF ICA IN THIS MESSAGE IS FOR THE SAKE OF COMPLETENESS. EMBASSY IS POUCHING TO USDOC (TOM WELCH, CMM FOR MEXICO), AND TO WASHINGTON ICA COPIES OF FIRST TWO ISSUES OF "EL TLACUILO".

9. EMBASSY WOULD ALSO APPRECIATE SOME INDICATION OF TIME THAT WILL BE REQUIRED TO OBTAIN MATERIALS REQUESTED ABOVE.
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Message Attributes

Automatic Decaptioning: X
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Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Draft Date: 14 apr 1978
Decaption Date: 01 jan 1960
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Disposition Event:
Disposition History: n/a
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